



GlobalADVANTAGE

An international business development network

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Cooperative economic development agreement reached between Tucson and Guadalajara

- Agreement signed between Tucson's Global Advantage and CADELEC in Guadalajara, Mexico -

Tucson, AZ (August 11, 2008) –Tucson and Guadalajara have signed an agreement to promote regional economic development between the two cities. The agreement was signed on a recent trip by Tucson business managers to Guadalajara that included representatives of Tucson Regional Economic Opportunities, Inc. (TREO), the Tucson Chamber of Commerce, the Metropolitan Tucson Convention and Visitors Bureau, the Tucson Airport Authority, MatchMex, Arizona Department of Commerce, The University of Arizona and Tucson-Mexico Sister Cities. Global Advantage, a program of The University of Arizona Office of Economic Development signed the agreement with Cadena Productiva de la Electronica, A.C. (CADELEC). Other organizations from Guadalajara participating in the agreement are JalTrade, Autonomous University of Guadalajara, American Chamber of Commerce (AmCham), Tecnológico de Monterrey (ITESM) Guadalajara Campus.

The agreement provides a specific program of work that includes:

- Office space for companies to expand business operations in the partnering region
- Development of programs to stimulate bi-lateral business activity
- Promotion of university collaboration for the purpose of technology commercialization
- Collaboration among research parks to support the growth of companies
- Promotion of logistics in coordination with local and state initiatives
- Advancing tourism
- Joint marketing of regional capabilities

“To partner with Global Advantage is truly a unique framework to foster Guadalajara’s competitiveness. The Universidad Autónoma de Guadalajara, a long time partner of The University of Arizona, is committed to lead our community into full partnership,” said José Morales González. “Here in Guadalajara we are very excited to have been invited to such a collective effort.”

Global Advantage is as an international network of cities that work collaboratively to develop knowledge based global economies through cooperative joint ventures. The participating regions have developed a unique global infrastructure that brings together industry, universities, research parks and institutions, capital networks and economic development organizations to create a long term, sustainable economic impact. The network provides the necessary infrastructure through an array of services including trade and export promotion, local market

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intelligence, location services, university connections, technology transfer, incubation programs and more. In 2008, Global Advantage partnered with TREO to become the regional program for international economic development. Other partners include the Tucson Metropolitan Chamber of Commerce, Metropolitan Tucson Convention and Visitors Bureau, and the Tucson Airport Authority.

“As a result of TREO’s Economic Blueprint, international economic development strategies were identified as an increasingly important component of our program of work,” said Joe Snell, President and CEO of TREO. “The Global Advantage program was created out of a need for an economy that is borderless and unconstrained, and dependent upon innovation and the ability to move product to global markets rapidly. The development of well coordinated programs aimed at increasing international activity for local firms as well as more foreign direct investment by international companies, will result in higher wage jobs and more export trade for the region.”

“This is a significant agreement since as a region we have long recognized the value and importance of Mexico,” said Bruce Wright, associate vice president for economic development at The University of Arizona. “Formalizing our relationship with targeted areas of focus creates a broader economic base for Tucson as an international city for business, research and tourism.”

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO’s mission is to provide insight, infrastructure, resources and development efforts to accelerate economic prosperity throughout the Southern Arizona region. TREO supports the creation of new business, the growth and expansion of existing businesses, and the attraction of companies that offer high-impact jobs and share the community’s values. For more information, visit www.treoaz.org.

About University of Arizona Office of Economic Development

The University of Arizona Office of Economic Development (OED) is the focal point for strategic and policy development initiatives related to economic development. Its activities promote local, state and regional economic development, support technology development and commercialization, and facilitate the creation of international economic partnerships. For more information, visit <http://oed.arizona.edu/>.